



AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF BRITISH COLUMBIA

## **GUIDELINES FOR THIRD PARTY FUNDRAISER EVENTS**

Approximately 20% of revenue to operate the ALS Society of BC is generated by 3rd Party Fundraiser Events coordinated by volunteers and corporate partners. It is because of you, the society can improve and expand services to increase the quality of life for those living with ALS, and fund research into the cause of and cure for ALS. Your help will provide more hope.

Thank you for choosing to support the ALS Society of BC. Please review the following guidelines prior to start a Third Party Fundraiser Event.

### **WHAT IS A THIRD PARTY FUNDRAISER EVENT?**

Third Party Events are fundraisers benefitting the ALS Society of BC which are coordinated and implemented by an individual, a group or a company in the community. From a garage sale to birthdays or a gala event, ideas are endless....

### **REGISTER YOUR FUNDRAISING EVENT**

To seal the partnership, the fundraiser should be registered with the society. 3<sup>rd</sup> Party Registration Form is available on-line. If you do not have internet access, please contact the office at 1-800-708-3228 and we will send you a copy.

### **SUPPORT FROM THE ALS SOCIETY OF BC**

- Marketing and Promotion of your event
- Processing of Donation Tax Receipts
- ALS Promotional Materials (ex. ALSBC brochures, banners, donation boxes etc)
- Online Fundraiser Page

### **MARKETING AND PROMOTION OF YOUR EVENT**

The society will assist you in notifying the media about your event by sending out press releases. We can work with you to prepare press releases and other communications to promote your event.

Once you registered your event with the society, the event will be posted on the ALS Society of BC website. Your event information and a link to your fundraising site can then be promoted through the ALS Society of BC social media pages.

The society can provide you a sample sponsorship template if you wish to solicit sponsors for your event. ALS BC can also provide a basic template for event posters.

**USE OF ALS BC LOGO** - The ALS Society of BC' logo is the Society's property and therefore, use of the logo is allowed only with the expressed permission of the Society. Usage is limited to the approved event and we require final approval of any event materials containing the logo

### **PROCESSING OF DONATION TAX RECEIPTS**

People supporting your event can be eligible to receive a donation tax receipt. All cash donations of \$20.00 or more are receiptable. We require the following information to prepare a donation tax receipt:

- Donor's Name
- Donor's Address (including postal code)
- Donor's Telephone Number
- Amount of Donation

*The society can provide you with a generic template form for this purpose.*

Tax receipts cannot be processed by the ALS Society of BC unless the funds are remitted by the event organizer. The processing of donation tax receipts takes 2-4 weeks after the donation has been received through the ALSBC office.

## **ALS PROMOTIONAL MATERIALS**

Each kit will be created specific to the event and with the materials you request. All banners, signage and leftover materials post event are returned to the ALSBC Office. Examples of materials: ALS BC Banners, ALS BC Brochures, Pledge Forms, Cornflower Pins (symbol of support for ALS), Donation Envelopes & more

## **ONLINE FUNDRAISING PAGE**

-Assistance in creating an **Online Fundraising Page**.

## **50/50 & RAFFLE DRAWS**

[Apply online](#)

The application is \$10.00

It should take three business days to process online applications

Gaming Office Contact Telephone Number: 1- 250-387-5311

## **WHERE THE MONEY GOES**

The ALS Society of BC is dedicated to providing direct support to ALS patients, along with their families and caregivers, to ensure the best quality of life possible while living with ALS. In BC, 85 cents of every dollar raised goes directly to the cause. For more on the services ALS BC provides to ALS patients visit: <http://alsbc.ca/patient-services/>

In partnership with the ALS Society of Canada, ALS BC raises funds to support research into the cure for ALS.

If you have any further questions, please contact Wendy Toyer, the Executive Director of ALS Society of BC at [W.Toyer@alsbc.ca](mailto:W.Toyer@alsbc.ca) or 1-800-708-3228 ext. 222

**THANK YOU FOR YOUR SUPPORT!**